

PRESS RELEASE

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"WELCOME TO ATLANTA-NASCAR WEEKEND" TO BRING NASCAR TO LOCAL URBAN COMMUNITY-- participating celebrities include Michael Mauldin, CSO Mauldin Brand Agency, Jermaine Dupri, DaBrat and Bow Wow--

ATLANTA- "Welcome to Atlanta- NASCAR Weekend," a unique multi-dimensional, music and entertainment-driven program created to connect the urban community to NASCAR is coming to Atlanta on March 10 - 15. The special weekend will include a series of interactive, public events created to further bring the excitement of NASCAR to new fans.

"Welcome to Atlanta NASCAR Weekend," which is sponsored by Craftsman Motor Sports, Radio One, Malibu Grand Prix and So So Def Entertainment was created by Mauldin Brand Agency(MBA), "The Urban Connection," a company which specializes in the deliberate infusion of Urban Culture and imagery with a major focus on the entertainment value.

In association with the City of Atlanta, Craftsman Motor Sports, Radio One, So So Def Entertainment and NASCAR, MBA will launch the "Welcome To Atlanta" NASCAR Weekend on Wednesday, March 10 with a Press Conference hosted by the Honorable Mayor Shirley Franklin where she will honor and present to Ed Clark, Pres/GM of Atlanta Motor Speedway and retiring NASCAR driver Bill Elliott, native of Dawsonville, GA, with the Phoenix Award and special recognition to previous Phoenix Award recipients Bill Lester and Michael Mauldin.

The weekend of programs include NASCAR driver appearances and autograph sessions, a Celebrity Malibu Grand Prix Go-Kart Challenge, a celebrity car show, Fashion Show, live performances and an educational program in local high schools.

The NASCAR Craftsman Truck Series comes to Atlanta Motor Speedway on March 12 with the EasyCare Vehicle Service Contracts 200, followed by the NASCAR NEXTEL Cup Series Golden Corral 500 on Sunday, March 14.

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Michael Mauldin, CEO Artistic Control Group and CSO Mauldin Brand Agency, has been a fan of automobile racing and NASCAR for over 40 years. Although Mauldin's name and talent has become

synonymous with multi-platinum selling artists and sold-out nationwide concerts for the past 25 years, he is a die-hard NASCAR fan.

During his tenure at Columbia Records from 1995 until January 1999, Mauldin became the only African American to ever simultaneously hold the titles of President of Urban Music and Sr. Vice President of Columbia Records Group. As President, Mauldin signed off on superstar acts like The Fugees, Nas, Lauren Hill, Maxwell, Cypress Hill, Wyclef Jean, Kenny Lattimore, Destiny's Child, Jagged Edge and then an unknown 16-year-old prodigy he named Alicia Keys. Rooted out of his innate ability to blaze new trails, Mauldin has also led artists like Jermaine Dupri, Da Brat, Bow Wow, Kris Kross, Arrested Development and many others to multi-platinum success. The new alliance with NASCAR is yet another trail for Mauldin into un-chartered territory.

Mauldin stated, "Part of the much needed diversity campaign rests on the merging of all parties, the Urban community at large, its entertainers, its race drivers and those at the helm of motor sports organizations. I believe that Urban celebrities taking an interest in the sport is a step in the right direction. The overall goal should not only be the acknowledgment of the sport, but also in educating the community with the history of African Americans, Hispanics, and Women in motor sports. Ultimately translating into a genuine love for style and speed."

In 2002, the Urban community spent \$48.7 billion on cars and trucks. The buying power of the Urban community in 2002 was at \$631 billion, according to the US Census Report. According to NASCAR the urban fan base has been on a steady increase since 1995.

"Just as with basketball or football, NASCAR is a team sport, and must be presented in an exciting and family-oriented fashion," Mauldin said. "We are really excited about how this community event is helping to show the way."

Bill Lester, driver of the No. 22 Lidrock Toyota Tundra, told Black Enterprise magazine that he hopes this trend toward diversity will continue. "I'm hoping that more drivers of color will realize this is an opportunity that they can take advantage of as well, and that they will gravitate to the sport," said Lester, a founding member of the NASCAR Diversity Council. "I'm also hoping that more African Americans come out to the race track and support me. I need as much support as I can get. What we're doing here is making history, and it's an exciting time to be out there."

THE SCHEDULE FOR THE WELCOME TO ATLANTA NASCAR WEEKEND ARE AS FOLLOWS: Wednesday 3/10 2 PM - 3 PM

Mayor's Press Conference hosted by the Honorable Mayor Shirley Franklin at Woodruff Park

Thursday 3/11 10 PM

"Kick-off Party" with Hot 107.9 at Visions Nightclub

Friday 3/12 10 AM - 4 PM (Free Event Open to the Public)

Craftsman Motorsports Interactive Display unit at Underground Atlanta (Central AVE/MLK in front of World of Coke)

Saturday 3/13 10 AM - 6 PM (Free Event Open to the Public)

- -"Speedway Live" at SEARS at Cumberland Mall (Free Event Open to the Public)
- -Celebrity Malibu Grand Prix Go Kart Challenge-featuring Ryan Cameron, DJ Nabs, Jermaine Dupri, Da Brat, Bow Wow and other ATL celebrities
- -Fast Life Fashion Show
- -Celebrity Car Show & Celebrity Motorcycle Show
- -DJ Jus on the 1's & 2's playing all the hits
- -NASCAR Driver appearances/autograph session: #22 Scott Wimmer, #32 Ricky Craven, Morty Buckles and #01 US Army Joe Nemecheck Show Car, #22 Toyota Bill Lester Show Car, #24 Jeff Gordon Show Car
- -Hot 107.9 FM Live Broadcast -Give-aways, Free CD's, T-shirts, Tickets
- -Special celebrity appearances: Jermaine Dupri, DaBrat, Bow Wow and other guests,
- -Surprise Performance!!!!!!

Saturday 3/13 10 PM

"Welcome to Atlanta" NASCAR Weekend Champions Party at Insomnia Night Club

Sunday 3/14

1 PM

NEXTEL Cup Race at Atlanta Motor Speedway

Monday 3/15

TIME- TBD

School Visit